

September 12, 2012

**Workshop Agenda:
Competition & Consumer Protection Issues in the Pet Medications Industry**

8:45am – 9:00am
Opening Remarks

FTC Chairman Jon Leibowitz

9:00am – 9:15am
Workshop Framing Remarks

Stephanie Wilkinson, Attorney Advisor, Office of Policy Planning, Federal Trade Commission

9:15am – 9:45am
Introductory Presentations

Overview of the Veterinary Profession: Dr. Douglas Aspros, DVM, President of the American Veterinary Medical Association (AVMA) and Companion Animal Practitioner

Overview of the Pet Medications Industry: Dr. Paul D. Pion, DVM, President and Co-Founder for the Veterinary Information Network (VIN)

9:45am – 10:00am
Break

10:00am – 11:45am
Panel Discussion on the Distribution of Pet Medications

Discussion of current industry distribution practices for pet medications, including vertical restrictions imposed by manufacturers and the emergence of a secondary distribution system, and how these practices affect consumer choice and price competition for over-the-counter and prescription pet medications. Discussion of whether consumers can adequately verify the safety and efficacy of products purchased from non-veterinary retailers and pharmacies.

Panelists:

1. Clinton Vranian, Vice President and General Counsel for Novartis Animal Health
2. Mark Cushing, Counsel for American Veterinary Distributors Association (AVDA)
3. Dennis Steadman, President and CEO for Velcera
4. John Powers, Executive Vice President for Drs. Foster & Smith

5. Brad Dayton, Senior Director of Pharmacy for Ahold USA
6. Representative for the National Association of Boards of Pharmacy (NABP)
7. Dr. Paul D. Pion, DVM, President and Co-Founder for VIN
8. Andrew J. Bane, Ph.D., Chief Operations Officer for VetSource
9. David Miller, Chief Executive Officer for International Academy of Compounding Pharmacists (IACP)

11:45am – 1:00pm

Lunch

1:00pm – 2:45pm

Panel Discussion on the Portability of Prescription Pet Medications

Introductory Presentation: Mr. Adrian Hochstadt, Assistant Director of AVMA's State Legislative and Regulatory Affairs Division

Discussion of consumers' ability to obtain written, portable copies of their pet medication prescriptions, and whether pending federal legislation, H.R. 1406, Fairness to Pet Owners Act, is necessary for the further development of a competitive marketplace. Discussion of potential consumer savings opportunities that may result if legislation is passed, as well as the legislation's potential impact on veterinary practices.

Panelists:

1. Dr. Douglas Aspros, AVMA President and Companion Animal Practitioner
2. Dr. Wendy Hauser, DVM
3. Dr. Race Foster, DVM, Co-owner of Drs. Foster & Smith
4. Manya Deehr, General Counsel for Velcera
5. Deborah Dubow Press, Regulatory Affairs Manager for the American Society for the Prevention of Cruelty to Animals (ASPCA)
6. Elaine Blythe, PharmD, Associate Professor, St. Matthews School of Veterinary Medicine

2:45pm – 3:00pm

Break

3:00pm – 4:30pm

Panel Discussion on the Lessons Learned from the Contact Lens Industry: Modeling Effects of Restricted Distribution and Prescription Portability on Consumer Markets

Introductory Presentation: Sydney Knight, Attorney, Division of Advertising Practices, Bureau of Consumer Protection, Federal Trade Commission

Discussion about the impact of the Fairness to Contact Lens Consumers Act and the elimination of restricted distribution practices for contact lenses. Discussion of the similarities and differences between the contact lens and pet medication industries, and the degree to which the evolution of the contact lens industry provides a reliable basis for predicting the potential consumer cost savings and non-price benefits that might result from eliminating vertical restrictions for the distribution of pet medications and empowering pet owners with prescription portability.

Panelists:

1. Robert Atkinson, President of the Information Technology & Innovation Foundation (ITIF)
2. James Cooper, Director of Research and Policy, Law & Economics Center at George Mason University School of Law
3. Joe Zeidner, General Counsel for 1-800-Contacts
4. Robert Hubbard, Assistant Attorney General, Antitrust Bureau, New York Attorney General's Office
5. Dr. Clark Newman, Representative of the American Optometric Association (AOA)
6. Dr. Link Welborn, DVM, Chair of the AVMA's Veterinary Economics Strategy Committee
7. Kent McClure, General Counsel for the Animal Health Institute (AHI)

4:30pm – 4:45pm

Closing Remarks

Andrew I. Gavil, Director, Office of Policy Planning, Federal Trade Commission